

OUTDOORSTM magazine

REACHING THE BETTER HUNTER, ANGLER AND TRAPPER

ADVERTISING OPPORTUNITIES

Editorial Content • Ad Rates & Information • Production Specifications • Readership Survey

3	Ask about links to our website		4	6	5	10
	9	7				
	4	2		8		

Questions? Call 1 800 499 0447

Guaranteed Position
25% premium

Ad Sizes

Ad No.	Dimension	Size
#1	10 x 13	Full
#2	10 x 6 ^{1/8}	1/2
#3	4 ^{15/16} x 12 ^{3/8}	1/2
#4	4 ^{15/16} x 6 ^{1/8}	1/4
#5	2 ^{3/8} x 12 ^{3/8}	1/4
#6	4 ^{15/16} x 4 ^{1/2}	3/16
#7	2 ^{3/8} x 9 ^{1/4}	3/16
#8	2 ^{3/8} x 6 ^{1/8}	1/8
#9	4 ^{15/16} x 3	1/8
#10	2 ^{3/8} x 3	1/16



WHY ADVERTISE IN OUTDOORS MAGAZINE?

- Nearly \$1.5 billion dollars are spent annually in the Northeast by hunters alone.
- Anglers spend another \$3.5 billion dollars annually in the Northeast.
- *Outdoors Magazine's* 23,000-strong readership, inside and outside the Northeast, are at the heart of this sporting community.
- 91% of *OM* subscribers and families fish.
- 84% of *OM* subscribers and families hunt.
- 50% of *OM* subscribers read their last issue cover to cover.
- 69% of *OM* subscribers keep back issues for reference.
- 32% of *OM* subscribers pass their copies to at least one individual outside their household.
- 41% of *Outdoor Magazine* subscribers make between \$35,000 and \$75,000 annually.
- For a list of *Outdoors Magazine* subscribers' many other interests, interests served by your business—check the survey results on the back cover.
- It's a proven fact, *Outdoors* subscribers want the products you sell, and have the extra income to patronize your business. All you need to do is get your advertising message in front of them. The *Outdoors Magazine* can help you do that!

Advertising Sales Represented By

James Austin of Elk Publishing • 800-499-0447 • austin@elkpublishing.com

4-Color Process & Spot Color

Spot color is available at a charge of \$90 per insertion. 4-color process charge is \$450 per page. Separations can be provided by the advertiser, but it is not necessary. Separation services are included in the above cost.

Multiple Spaces & Inserts

A 25% discount will be offered to advertisers placing 2 or more ads in one issue. Discounts will be applied to the smaller ad. Inserts: Quotations available upon request from the publisher.

Classified

Classified ads are \$10 for the first 20 words; subsequent words 60 cents each. Phone numbers count as one word.

Closing Dates

Closing date for space reservation is the 5th of the month prior to publication. Deadline for copy is the 8th of the month. Copy received after the 8th only with the publisher's approval. No cancellations accepted after the closing dates. June 5th for the July issue is an example of a closing date.

Production Charges

All production charges up to 5% of the ad space cost will be assumed by the publisher. Any cost above 5% of the ad space will be billed to the advertiser.

Terms & Conditions

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom, made against the publisher, his staff, or assigns. In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the publisher harmless from and against loss for expense, including, without limitation, reasonable attorney's fees arising out of publication of such advertisements, including, without limitation, those resulting from claims or suit for libel, violation of rights or privacy, plagiarism, and copyright and trademark infringement. The publisher reserves the right to reject any advertising which in his opinion does not conform to the standards of the publication.

CATERING TO THE NORTHEAST

"I received the latest issue yesterday afternoon in the mail, and have already read it cover to cover. Keep up the great work! I truly believe this is the type of print that the true sportsman and sportswoman wants to read. Doing business with you folks is a true pleasure indeed. The help and attention you gave me was fantastic. Thank you for the hard work you all do."

—Mark Kresser, Beretto USA

Outdoors Magazine appeals to readers across the country, but particularly in the Northeast. In the tiny state of Vermont alone, where the *Outdoors Magazine* is published, the percentage of the state's total Gross State Product (or total revenues generated annually) accounted for by wildlife-related activities is 5% of the total, which figures at about \$723.8 million a year! This is the fourth highest percentage of wildlife revenues per total revenues in the nation—fourth to the likes of outdoor revenue-generating powerhouses like Alaska, Wyoming and Montana. And this is just in Vermont. When Maine, New Hampshire, New York, Massachusetts and Connecticut are factored in, the numbers are staggering.

The economic impact of wildlife related revenues in the Northeastern States associated with Vermont is very considerable. Retail sales alone of businesses catering to wildlife interests in the Northeast top out at \$7.34 billion annually. The total economic impact produced by wildlife interest, including lodging, food, travel, and retail sales in the Northeast annually is, get this, \$12.51 billion a year.

This is the vast area of interest that *Outdoors Magazine* appeals to. Our readers own boats, and trucks, and camps. They hunt, and fish, and take trips. They are the people who you see walking through your doors and buying your goods and services. They are the people who you want and need to get your message to. Our readers are at the hub of this vast economic community. This market is available to your business. Get the exposure that you need. Advertise in *Outdoors Magazine* today.

Source: National Survey of Fishing, Hunting, and Wildlife Associated Recreation, US Department of the Interior

Outdoors Magazine— at the Heart of New England

At *Outdoors Magazine*, we are dedicated to serving the people who make the outdoor experience special. We work hard to provide a quality publication that addresses the when's, where's, and how's of the hunting and fishing lifestyle. There is a great deal of interest in New England's wildlife-related pursuits, and we would like to make those pursuits run as smoothly and as successfully as possible for all outdoors folks. To that end, we employ some of the most expert and well-known sporting writers, who have been kind enough to part with some of their secrets for the benefit of our readers. Also, we feature the great locations that offer opportunities for our readers to find great hunting and fishing action. The Northeast has a lot to offer in the woods and on the water. We make it a little easier for folks to appreciate all of those wonderful sporting opportunities.

"You guys are putting out an awesome magazine. ... Keep up the good work!"

—Kevin Favreau, Subscriber, Springfield, VT

Wildlife-Related Economic Impact NE

State	Retail Sales	% of GSP	Total Impact
CT	\$ 560.3	0.7%	\$ 929.5
ME	\$ 859.8	4.9%	\$ 1403.9
MA	\$ 1,129.7	1.0%	\$ 2045.6
NH	\$ 670.7	3.3%	\$ 1116.6
NY	\$ 3,460.6	1.0%	\$ 5962.9
RI	\$ 206.2	1.3%	\$ 335.6
VT	\$ 452.7	5.0%	\$ 723.8

Source: Wildlife Conservation Fund of America's 1996 Survey of State and Wildlife Agency Revenues

"Our agency advertises in *The Outdoors Magazine* because it allows us to communicate our invitation to experience what Maine has to offer, in the best media available. It is my personal opinion that the publication is a good read, and I enjoy it. It is my professional opinion that if we wish to connect with anglers and hunters, *The Outdoors Magazine* is where it needs to be."

—Bill Pierce,

Maine Department of Inland Fisheries and Wildlife

EDITORIAL CONTENT

Welcome to *Outdoors Magazine*, your monthly guide to hunting, fishing, and the great outdoors. If you want to reach the folks who carry on the rich hunting and fishing traditions with your advertising message, this magazine is for you. No other publication graces the pick-up trucks, coffee tables, and bait shops in and around the Northeast like *Outdoors Magazine*. Our readership of 23,000 faithful readers is tops in terms of exposing your advertising message to enthusiastic sportspeople who chase their quarry in the Northeast. Get into *Outdoors*, you'll love the results.

Each issue of *Outdoors* provides broad-based coverage of hunting, fishing, and all aspects of the sporting lifestyle. We highlight the activities, places, and people that make the outdoors so special. Our monthly features follow the many seasons, from trout fishing to deer hunting, and give the inside scoop on the when's, where's, and how's of our readers' favorite sports. Also, our regular monthly columns, submitted by some of the legends of Northeast hunting and fishing lore, cover the wide variety of topics dear to the sporting community. We're dedicated to serving all the folks who keep the outdoor lifestyle alive and well.

Our writers really know their stuff. Names like LaRoche, Bernier, and Cairns are nationally recognized. Our readers are excited about getting their magazines—renewing, keeping their magazines, buying up our back issues, and sharing with their friends. Join in the fun. Become part of the *Outdoors* experience.



Advertising Sales Represented By
James Austin of Elk Publishing
800-499-0447 • austin@elkpublishing.com

Advertising Sales Represented By

James Austin of Elk Publishing

800-499-0447 • austin@elkpublishing.com

BENEFIT FROM THE POWER IN OUR PAGES

OUTDOORS SUBSCRIBERS BUY THE PRODUCTS YOU SELL

77% own a truck
17% plan to buy a truck in the next 6 to 12 months
68% own a boat
54% own a dog
36% own a second home or camp
28% own an ATV and/or snowmobile;
10% plan to purchase one in the next 6 to 12 months
26% have used a guide service;
92% of those would use a guide service again
15% own an RV

WHO READS OUTDOORS MAGAZINE?

39% are 35 to 50 years old
49% are over 50 years old
55% make over \$35,000 per year; of those,
64% make over \$50,000

OUTDOORS SUBSCRIBERS READ THE MAGAZINE COVER TO COVER

50% read Vermont *Outdoors* cover to cover
32% share their copy with people outside of their household
69% keep back issues for future reference

91% OF OUTDOORS SUBSCRIBERS FISH

On average they spent 29.5 days fishing during the most recent season.
49% primarily lake fish
38% stream fish
45% of the stream anglers fly fish

84% OF OUTDOORS SUBSCRIBERS HUNT

On average they spent 21 days hunting during the most recent season.
52% hunt primarily big game
91% of the big game hunters mainly hunt deer
When hunting deer, 95% use a rifle,
63% use a muzzleloader and
55% use a bow and arrow.
35% hunt big and small game
9% hunt primarily small game
year; of those, 64% make over \$50,000
35% of small game hunters prefer to target upland birds.

82% OF OUTDOORS SUBSCRIBERS TRAVEL

82% have been on a trip of 2 days or more in the past year.
30% took the trip specifically to hunt
17% took the trip specifically to fish

ADDITIONAL ACTIVITIES OUTDOORS SUBSCRIBERS PARTICIPATE IN INCLUDE:

57% Camping
39% Snowshoeing
49% Archery
51% Hiking
33% Target Shooting
55% Boating
30% Skiing

Outdoors Magazine readers are proven* avid outdoor enthusiasts with money to spend on the products you sell and the services you provide.



READERSHIP SURVEY



Outdoors Magazine readers are proven* avid outdoor enthusiasts with money to spend on the products you sell and the services you provide.

*Survey conducted in 1998 by Macro International



531 Main Street Colchester, VT 05446

marketing@outdoorsmagazine.net

www.outdoorsmagazine.net

office: (802) 879.2013 fax: (802) 879.2015

toll free: (800) 499.0447



2007 ADVERTISING RATE SCHEDULE

OUTDOORS

magazine

Circulation & Distribution

- Magazine Type Regional/Hunting/Fishing
- Magazine Style (Tabloid, 50# newsprint cover, 30# newsprint)
- 2nd class guaranteed delivery, postal audited publication.
- Primary readership area is New England, NY and NJ.
- Found at over 900 newsstands in VT, NY, MA, ME and NH
- Newsstands \$2.95/copy
- Newsstand sales (Average 60%)
- Subscribers Approx. 4,000
- Average circulation is 14,500
- Readership/copy is 2.3 (34,000)
- Complimentary business mailing 1,200 (Waiting rooms)
- Unsold copies are returned by distributors, packaged and sent to businesses, events, shows, fundraisers and schools compliments of Outdoors. Less than 2% waste.

Issue	Ad Close	Art Due	On Sale
January 2007	Dec 1 (06)	Dec 5 (06)	Dec 22 (06)
February 2007	January 5	January 9	January 26
March 2007	February 2	February 6	February 23
April 2007	March 2	March 6	March 23
May 2007	April 6	April 10	April 20
June 2007	May 4	May 8	May 25
July 2007	June 1	June 5	June 22
August 2007	July 6	July 10	July 20
September 2007	August 3	August 7	August 24
October 2007	September 7	September 11	September 21
November 2007	October 5	October 9	October 19
December 2007	November 2	November 6	November 23

Advertising Sales Represented by James Austin of Elk Publishing • 800-499-0447 • austin@elkpublishing.com

Rates and Sizes

below rates are for b/w

Editorial and Business Office
531 Main St., Colchester, VT 05446 • 802-879-2013

Ad No.	Dimension	Size	1x	3x	6x	9x	12x
#1	10 x 13	Full	\$1785	\$1555	\$1195	\$1015	\$840
#2	10 x 6 ^{1/8}	1/2	\$1185	\$1040	\$795	\$680	\$565
#3	4 ^{15/16} x 12 ^{3/8}	1/2	\$1185	\$1040	\$795	\$680	\$565
#4	4 ^{15/16} x 6 ^{1/8}	1/4	\$599	\$525	\$410	\$345	\$285
#5	2 ^{3/8} x 12 ^{3/8}	1/4	\$599	\$525	\$410	\$345	\$285
#6	4 ^{15/16} x 4 ^{1/2}	3/16	\$450	\$390	\$305	\$250	\$209
#7	2 ^{3/8} x 9 ^{1/4}	3/16	\$450	\$390	\$305	\$250	\$209
#8	2 ^{3/8} x 6 ^{1/8}	1/8	\$299	\$250	\$190	\$165	\$135
#9	4 ^{15/16} x 3	1/8	\$299	\$250	\$190	\$165	\$135
#10	2 ^{3/8} x 3	1/16	\$155	\$135	\$115	\$95	\$75

Inserts: 1 to 2 pages \$100.00/M.

Magazine Format

4 Columns Wide
Single Column Width: 2.375 inches
Column Depth: 12.375 inches
Page Width: 10 inches

Production Specifications

We output digitally direct to plate.
We use the following programs on a PC based computer system:

☐ Adobe Illustrator ☐ Quark Xpress 6.0
☐ Adobe Photoshop ☐ Wordperfect
☐ Adobe Acrobat ☐ Word

We are able to utilize files created in the following formats:

☐ QXD (PC) ☐ WPD ☐ PSD
☐ TIFF ☐ DOC ☐ AI
☐ EPS ☐ RTF
☐ JPEG ☐ PDF

When supplying files on disk, please include all fonts and pictures. We accept files on either CD, PC formatted 3.5 floppy disk, PC formatted zip disk, or via email or ftp.

4-color separations should be prepared according to the following specifications:

☐ Film
☐ Negative
☐ Right Reading
☐ Emulsion Down
☐ 100 LPI (line screen)

For full page ads with a bleed:

☐ Trim: 11 x 13.75
☐ Bleed: 11.25 x 14

Questions?

Our production department will be happy to assist you. Call 800.499.0447.